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Final Reflections on EAR Project

EAR 1: Brochure for a new CA

I made this genre for the new student who just was told that he would be a CA for the following semester. Through some questions with CA’s from my hall, I found out that new CA’S get an email saying “congratulations you are now a CA”. Although I do not know how much detail the new CA gets, I wanted to make a brochure that could easily sum up some important information that they need to know. I thought a brochure was fitting because it is a simple way of getting a lot of useful information across to the audience and it is something that a student could hold on to. After getting peer-reviewed they made me realize that my audience was not as clear as I wanted it to be. After changing the cover page with “congrats on becoming a CA” I thought that this extra few words would make a complete difference. For the type content on the brochure I thought of things that I would like to know and expect on a brochure. Those things included contact information, what is expected of me, rules that I will have to enforce, and tips from other CA’s on how to be successful. My last page (terms) was created when I was typing up information and realized that there are so many abbreviations and definitions to know.

As for the content itself, I wrote down everything that I could assume based on being a resident and what CA’s have told me in the past. To double check my assumptions and to gain more information, I went to the CA desk in the main lobby of my dorm hall and asked the CA’s working there. That is where I got most of my material. It also really helped me for the “Terms” page because I did not know some of those jobs even excited until then. However, even though I found out a lot of information from the CA’s, I did make up names and positions (similar to the definitions that the CA’s gave me) for the contact page.

The characteristics I imitated from my sample brochures were the alignment that they had. The samples gave me the idea to put a boarder around each page. I thought this would help because most of my brochure was bullet points and the boarder would help contain the information better. Since the tittle page of my brochure was “a quick guide” I knew that simple information was all I should put. I also wanted pictures to be in just as the samples because I feel that pictures can make the brochure more fun and appealing to younger eyes rather than a business brochure.

EAR 2- Flyer for the parents

This genre was made for the parents as if they were receiving it in the mail with other notices from Bloomsburg University. The genre was to get parents attention on how great it could be if their student was to become a CA. It is supposed to persuade the parents into talking to their student about applying for the position. In the bullet points, I tried to hit main reasons on why their student should apply. In the orange writing surrounding the bullets were quotes that I pulled from interviewing the CA’s for the CLUE project. After the peer-editing, my group suggested bolding key words from the orange writing to make them stand out a bit more but not enough to overpower the bullets. After the bullets and before the reminder, I put a quick description of what CA’s are and what is expected of them. I thought that if the parents had any uncertainness about what a CA is or does, that this paragraph would sum it up for them. That is why I also left contact information at the bottom of the flyer because I also know that my dad always has extra questions and it makes it easier for him to find out the answers when the contact information is easily found. The reminder was one last plea to the parents saying that college is not all about the education but the experience as well.

Characteristics that I imitated from my examples were the bold colors, fonts, and sizes. I also loved all the colors that the flyers had. These examples also had contact information which shows how important having that really can be. Although most of my examples had pictures and backgrounds, I tried to have the same affect by using large, bold fonts with stand-out colors. My peer-editing group pointed out that the colors I chose to do the reminder in was too light of a color so I changed it to make sure it stood out like the other headings.

EAR 3- Thank you letter after a job interview to the principal

Since we had to do a genre for a future employer, I wanted to think outside of the box on how I was going to do that. I remembered that I was once told that it is a good idea to do a follow-up letter after an interview so the employer knows how serious the applicant is with wanting the job. I had no idea on how to write a thank-you follow up letter so I had to go striate to examples first. I noticed that they were all formatted the same way. They each had the date, to who it was for along with contact information for that person, a “dear \_\_\_: “, “sincerely,” and all ending with the same line; “I look forward to your decision.” Those were all things that I felt like I had to put into my letter since all three examples had them. The content for the examples were similar too. They had about three paragraphs. The first starting with a thank you, the second as a little reminder of who it they were and any information they forgot to say, and the third was a sum up and another thank you. For this part I inserted information about how being a CA in college will help them with experience that the job of middle school teacher could use. Also just like the examples, I made sure the aliment was all the same and had a strait left edge all the way through.